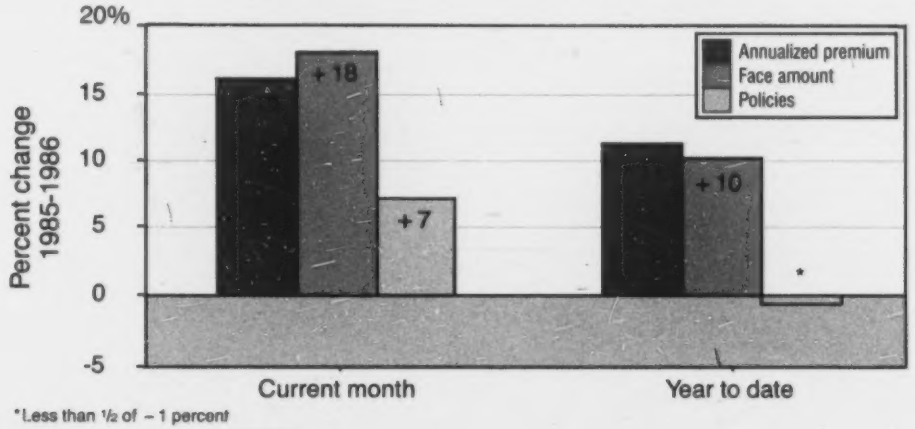
A6225-24

I/R Code 47.40
April 1986

MONTHLY SURVEY OF LIFE INSURANCE SALES IN CANADA

Growth Rates for 34 Companies

Comparisons with Last Year

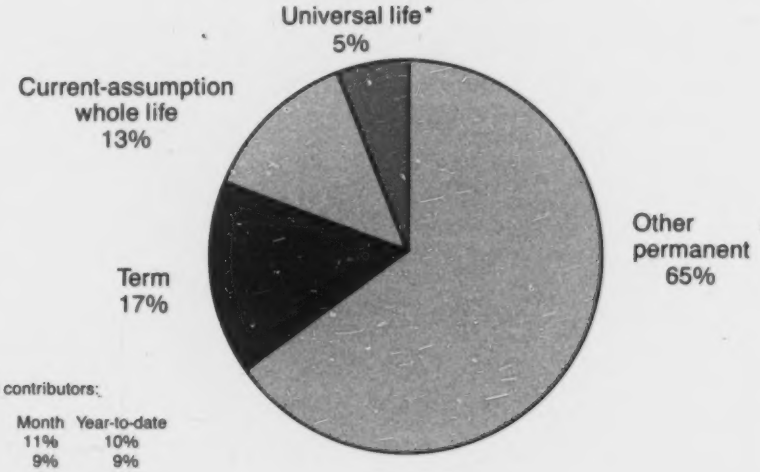


*Less than ½ of – 1 percent

Individual Products

Annualized Premium Market Share by Product

14 Companies – Year to Date



*UL market share for 34 contributors:

	Month	Year-to-date
Annualized premium	11%	10%
Face amount	9%	9%
Number of policies	8%	8%

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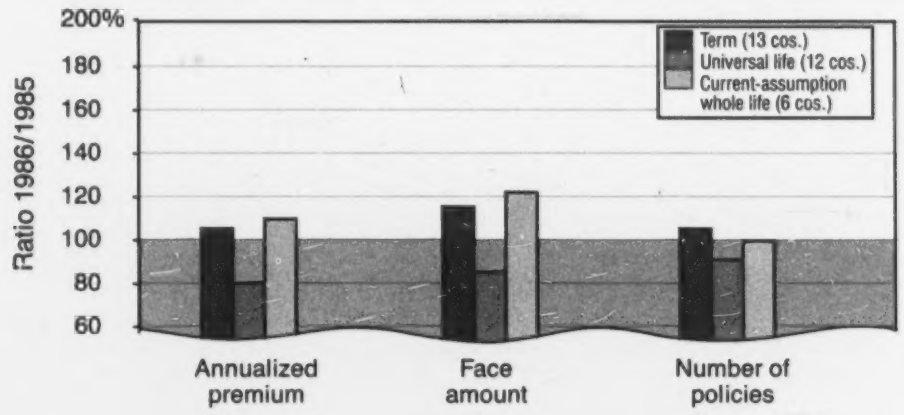
Profit from our research.

Individual Products (cont.)

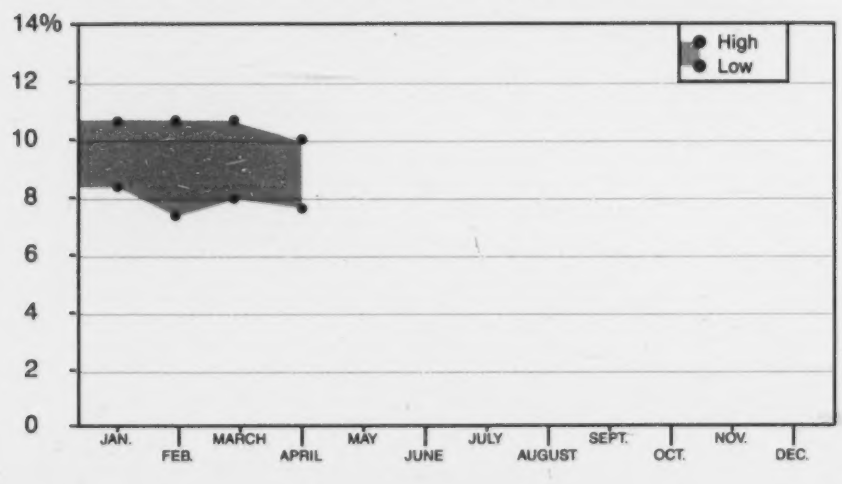
Comparisons with Last Year – Year to Date



Policy Characteristics by Product

		Premium per $1,000	Average size policy	Premium per policy
Term (13 cos.)	Month	$2.81	$137,139	$386
	Year to date	$2.84	$136,356	$387
	Year-to-date ratio	91%	110%	101%
Universal life (12 cos.)	Month	$8.43	$ 78,599	$663
	Year to date	$8.51	$ 79,192	$674
	Year-to-date ratio	94%	94%	88%
Current-assumption whole life (6 cos.)	Month	$4.48	$ 71,026	$318
	Year to date	$4.37	$ 70,127	$307
	Year-to-date ratio	90%	121%	110%
Total sales (34 cos.)	Month	$7.09	$ 70,056	$497
	Year to date	$7.29	$ 69,461	$506
	Year-to-date ratio	101%	110%	111%

1986 Universal Life Interest Rate Range



Number of plans: 8 10 10 11

More Questions?

This report is *your* marketing information tool. Let us know if you have questions, comments, or suggestions about the monthly sales survey.

Canadian Ordinary Sales
Revised through March 1986

	Annualized premium (000)			Face amount (000)			Number of policies		
	1985	1986	Ratio 1986/ 1985	1985	1986	Ratio 1986/ 1985	1985	1986	Ratio 1986/ 1985
January	$ 27,807	$ 30,152	108%	$ 4,028,496	$ 4,082,362	101%	59,220	57,830	98%
February	33,440	37,146	111	4,587,054	5,023,669	110	75,705	73,732	97
March	36,671	39,608	108	4,998,131	5,402,268	108	81,505	78,018	96
April	35,665			4,947,769			77,405		
May	41,032			5,638,053			88,785		
June	38,744			5,282,359			80,628		
July	35,453			4,716,862			72,213		
August	32,311			4,438,267			66,072		
September	35,578			4,996,118			77,358		
October	44,435			5,937,974			93,294		
November	47,390			6,019,594			91,249		
December	44,129			5,594,753			76,855		
Year total	$452,655			$61,185,430			940,289		
Year to date	$ 97,918	$106,906	109%	$13,613,681	$14,508,299	107%	216,430	209,580	97%

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April 1986

SUPPLEMENT TO MONTHLY SURVEY OF

LIFE INSURANCE SALES IN CANADA

Using the New Monthly Survey

The new survey format may look radically different from the former "blue" report, but it contains much of the same information—if you know where to find it! A quick review is in order:

Ordinary Sales

The front page bar graph summarizes sales growth for all 34 contributing companies. Three points to keep in mind:

- "Current month" 1986 results are compared with the same month of 1985, while 1986 year-to-date results are compared with the same period of 1985.
- The raw data used to plot this bar graph are shown on the last page of the report.
- Individual company annualized premium growth rates are shown on the third page.

Individual Products

This three-part section provides data on three types of ordinary life products: term, universal life (UL), and current-assumption whole life.

- Market share by product: The premium mix pie chart is based only on the results of 14 companies that report product splits for *all* of the specified products that they sell. The companies included in this chart are designated on the contributors list on the last page.

  Because all contributors that sell UL report these sales results separately, UL market shares are also calculated as a percent of all 34 contributors. These results appear in a footnote to the market share chart.

- Policy characteristics by product: Results are based on differing numbers of companies, depending on the number of contributors providing separate data for that product type. The number of companies indicates only the number of companies *reporting* a product. For example, only 13 companies *report* separate term sales, even though it is likely that almost all of the of the 34 survey contributors sell term insurance.
- Growth ratios by product: As the legend implies, these results are based on the same companies included in the policy characteristics table.

Group Sales

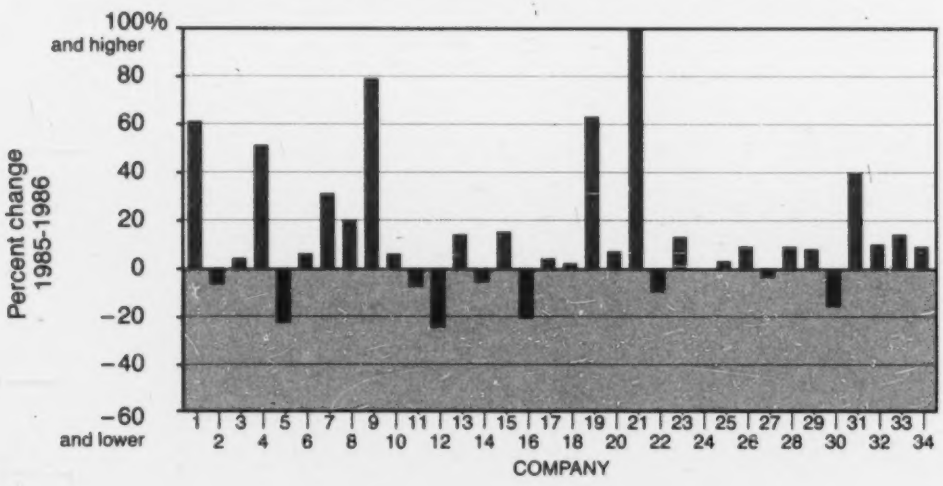
The raw data used to plot these line graphs are also shown on the last page of the report.

Revisions

The survey data base is updated quarterly to reflect company corrections. The revised raw data for all previous months—including 1985—will be presented in quarterly supplements. This April supplement includes all revised data incorporated in the March issue. Look for subsequent revised data in the June, September, and December issues.

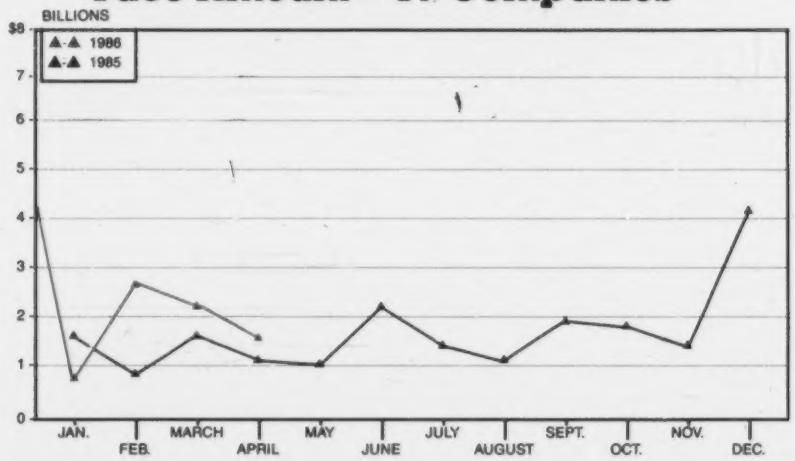
Growth Rates by Company

Annualized Premium Growth – Year to Date

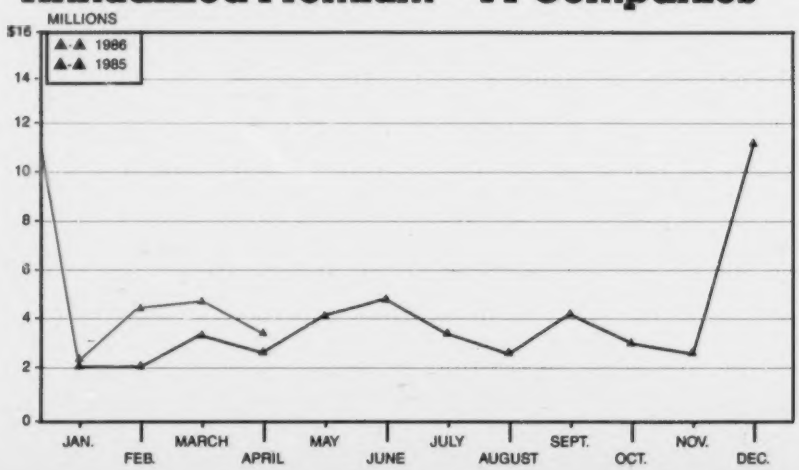


Group Sales

Face Amount – 17 Companies



Annualized Premium – 11 Companies



April Sales

	Annualized premium (000)		Face amount (000)		Number of policies	
	1985	1986	1985	1986	1985	1986
Ordinary						
Month	$ 35,665	$ 41,292	$ 4,947,769	$ 5,821,277	77,405	83,095
Year to date	$133,583	$148,198	$18,561,450	$20,329,576	293,835	292,675
Group						
Month	$ 2,786	$ 3,565	$ 1,210,650	$ 1,555,661	–	–
Year to date	$ 10,676	$ 14,937	$ 5,533,696	$ 7,223,682	–	–

About the Survey

This survey gives ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are derived. Sales results by product are also shown for a subset of the contributing companies.

The definition of new sales excludes revivals, indexed increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (such as annuities and Canadian pension bonds). The data include mass-marketed ordinary business.

The ordinary results are based on the experience of 34 companies plus four subsidiary companies operating in Canada. The contributors represent 76 percent of the 1984 Canadian ordinary volume sold. Since no industry data are available on total annualized new ordinary premiums, the proportion of total premiums represented by these companies cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

The survey also provides group sales volume and annualized premiums under new or amended contracts. These results are based on the experience of 17 companies operating in Canada. The contributors represent 60 percent of the 1984 Canadian volume of new or amended group contracts.

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Joy I. Hansen
Darlene A. Schnittker
—Manpower and Market Research

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Contributors

Ætna Canada
Alliance Mutuelle*
Allstate Life of Canada
Assumption Mutual Life
L'Assurance-Vie Desjardins
Canada Life*
Commercial Union Life of Canada†
Confederation Life*
Co-operators Life
Crown Life†
Equitable Life of Canada
Financial Life of Canada†
Great-West Life*
Imperial Life of Canada*
Industrial Life (Canada)*†
(includes North West Life of Canada)
La Laurentienne
London Life*
Manufacturers Life†
Metropolitan Life*
(includes Metropolitan Life of Canada)
MONY Life of Canada
Mutual Life of Canada*†
National Life of Canada*
New York Life*†
(includes New York Life of Canada)
North American Life (Canada)
Prudential (England)*†
Prudential of America*†
Royal Life (Canada)†
La Solidarite
State Farm Life†
Sun Life of Canada*†
Transamerica Occidental Life*
(includes Transamerica Life of Canada)
Travelers Life of Canada†
L'Union-Vie†
Zurich Life of Canada

*Company contributes both ordinary and group data.
Companies contributing group data only: Æterna-Vie and Ætna Life
†Company is included in product market share chart

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